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TIGARD CITY COUNCIL  
MEETING

August 20, 2002 6:30 p.m.

TIGARD CITY HALL  
13125 SW HALL BLVD  
TIGARD, OR 97223



PUBLIC NOTICE:

Assistive Listening Devices are available for persons with impaired hearing and should be scheduled for Council meetings by noon on the Monday prior to the Council meeting. Please call 503-639-4171, Ext. 309 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

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- Qualified sign language interpreters for persons with speech or hearing impairments; and
- Qualified bilingual interpreters.

Since these services must be scheduled with outside service providers, it is important to allow as much lead-time as possible. Please notify the City of your need by 5:00 p.m. on the Thursday preceding the meeting date by calling: 503-639-4171, x309 (voice) or 503-684-2772 (TDD - Telecommunications Devices for the Deaf).

SEE ATTACHED AGENDA

A G E N D A  
TIGARD CITY COUNCIL WORKSHOP MEETING  
August 20, 2002

6:30 PM

1. WORKSHOP MEETING
  - 1.1 Call to Order - City Council
  - 1.2 Roll Call
  - 1.3 Pledge of Allegiance
  - 1.4 Council Communications & Liaison Reports
  - 1.5 Call to Council and Staff for Non Agenda Items
  
2. SOCIAL SERVICE AGENCY PRESENTATIONS – DISCUSSION WITH TIGARD CITY COUNCIL AND BUDGET COMMITTEE
  - ❖ Community Action Organization
  - ❖ Tualatin Valley Centers
  - ❖ Sexual Assault Resource Center
  - ❖ Domestic Violence Center
  - a. Staff Report: Finance Staff
  - b. Council and Budget Committee Discussion
  
3. REVIEW OF URBAN RENEWAL FUNDAMENTALS
  - a. Staff Report and Review of Fundamentals: Community Development Staff and Legal Counsel
  - b. Council Discussion
  
4. PRESENTATION OF BULL MOUNTAIN SURVEY RESULTS AND NON-ISLAND ANNEXATION POLICY DISCUSSION
  - a. Staff Report: Community Development Staff
  - b. Council Discussion
  
5. COUNCIL LIAISON REPORTS
  
6. NON-AGENDA ITEMS

7. EXECUTIVE SESSION: The Tigard City Council may go into Executive Session. If an Executive Session is called to order, the appropriate ORS citation will be announced identifying the applicable statute. All discussions are confidential and those present may disclose nothing from the Session. Representatives of the news media are allowed to attend Executive Sessions, as provided by ORS 192.660(3), but must not disclose any information discussed. No Executive Session may be held for the purpose of taking any final action or making any final decision. Executive Sessions are closed to the public.

8. ADJOURNMENT

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AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF August 20, 2002

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Council Discussion and Review of Community Events Funding Requests

PREPARED BY: Craig Prosser DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

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ISSUE BEFORE THE COUNCIL

During its review of the FY 2002-03 City of Tigard Budget, the Budget Committee decided that it would be appropriate to schedule some time in the future for a discussion of social services grants. During this session, the Budget Committee will hear from four of the 11 social service grant recipients.

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STAFF RECOMMENDATION

Hear social service agency presentations on programs, services, and future funding needs and discuss issues.

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INFORMATION SUMMARY

The Budget Committee requested a review of social service grant recipient programs, services, and future funding needs for several reasons:

1. It has been some time since social services grantees have been invited to discuss their programs with the Budget Committee.
2. The Committee is interested in finding out more information about exactly how grant funds are used to provide services to Tigard residents and how many residents (rather than non-residents) are served.
3. A concern that some grant recipients have come to view the City of Tigard grants as an entitlement rather than a grant.
4. Concerns over projected declines in City of Tigard General Fund balances, which will tend to limit the amount of funds available for social services grants.

Accordingly, the Budget Committee has set aside one hour during three City Council workshop sessions, August 20, November 19, and January 14 to hear presentations from grant recipients and to discuss service and funding issues with them.

Four social service grant recipients are scheduled for the August 20 meeting. The grant recipient and the amount granted by the City for the past several years are:

<u>Recipient</u>	<u>FY 1999-00</u>	<u>FY 2000-01</u>	<u>FY 2001-02</u>	<u>FY 2002-03</u>
Community Action Organization (Neighborshare)	\$11,000	\$11,000	\$15,000	\$15,000
Tualatin Valley Centers	\$25,000	\$18,000	\$18,000	\$15,000

Sexual Assault Resource Center	\$1,000	\$2,000	\$3,000	\$4,000
Domestic Violence Center	\$3,000	\$3,000	\$4,000	\$5,000

The remaining grant recipients will meet with the Budget Committee in November and January.

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OTHER ALTERNATIVES CONSIDERED

NA

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VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

NA

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ATTACHMENT LIST

None

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FISCAL NOTES

No costs at this time. The discussion may impact future funding decisions

AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF 8/20/02

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE Urban Renewal Fundamentals

PREPARED BY: Barbara Shields DEPT HEAD OK \_\_\_\_\_ CITY MGR OK \_\_\_\_\_

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ISSUE BEFORE THE COUNCIL

An introductory discussion on urban renewal issues as a funding tool. Tim Ramis, City Attorney, and Oliver Norville will discuss the fundamental elements of urban renewal.

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STAFF RECOMMENDATION

No action necessary.

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INFORMATION SUMMARY

At the July 16, 2002 meeting, City Council reviewed the major concepts related to the Washington Square Regional Center Implementation Program, including a funding strategy. In general, the funding strategy approach includes three major steps: 1) Evaluation of the existing fees; 2) Consideration of potential new fees; and 3) Consideration of urban renewal. All three steps together with a detailed work program discussed in the financial strategy, make up the basis for the funding program.

Given the overall funding need for the Washington Square Regional Center improvements, it is recognized that urban renewal is one of the funding options of the funding strategy. Following the Council recommendation from the July 16 meeting, Tim Ramis, City Attorney, and Oliver Norville, one of the most experienced agency attorneys in the state, will discuss the fundamental elements of urban renewal. Mr. Norville's presentation will include the following issues: 1) Authority to form an urban renewal agency; 2) Procedure in creating an urban renewal district; 3) Urban renewal plan; 4) Governance and administration of urban renewal agencies; 5) Urban renewal advisory boards; 6) Urban renewal projects; 7) Tax increment financing.

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OTHER ALTERNATIVES CONSIDERED

N/A

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VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

Growth and Growth Management Goal #2: Urban services are provided to all citizens within Tigard's urban growth boundary and recipients of services pay their share.

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ATTACHMENT LIST

None.

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FISCAL NOTES

N/A

AGENDA ITEM # \_\_\_\_\_  
FOR AGENDA OF 8/20/02

CITY OF TIGARD, OREGON  
COUNCIL AGENDA ITEM SUMMARY

ISSUE/AGENDA TITLE     Presentation of Bull Mountain Survey Results and Non-Island Annexation Policy Discussion  
PREPARED BY: Barbara Shields     DEPT HEAD OK     \_\_\_\_\_     CITY MGR OK     \_\_\_\_\_

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ISSUE BEFORE THE COUNCIL

Riley Research Associates will present the results of their telephone survey of Bull Mountain and Tigard residents regarding annexation and related issues. This information, along with previous City efforts over the past year, will provide the context for a non-island annexation policy discussion.

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STAFF RECOMMENDATION

Review non-island annexation policy options for a decision August 27<sup>th</sup>.

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INFORMATION SUMMARY

In 2001, the Tigard City Council established a goal to develop an annexation policy for non-island areas, such as Bull Mountain, and directed staff to study the feasibility of annexing the Bull Mountain area. Since July 2001, the City has been exploring annexation of the Bull Mountain area through a focus group with residents, a study, an open house with residents, and most recently, a phone survey. In June 2002, the County along with the City hired Riley Research Associates to poll both Bull Mountain and Tigard residents to determine their attitudes on issues related to annexation and methods of annexation, including an annexation plan.

The results of the survey (Attachment 1) can be used in the formation on developing strategies for non-island annexations. Attachment 2 is a memorandum from Jim Hendryx that includes a summary of major observations related to the survey.

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OTHER ALTERNATIVES CONSIDERED

N/A

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VISION TASK FORCE GOAL AND ACTION COMMITTEE STRATEGY

Growth and Growth Management Goal #2, Urban services are provided to all citizens within Tigard's urban growth boundary and recipients of services pay their share.



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ATTACHMENT LIST

Attachment 1: Bull Mountain Annexation Public Attitude Survey  
Attachment 2: Memo from Jim Hendryx dated August 2, 2002

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FISCAL NOTES

N/A



## MEMORANDUM

### CITY OF TIGARD

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TO: Mayor Griffith and City Council

FROM: Jim Hendryx

DATE: August 2, 2002

SUBJECT: Bull Mountain Annexation Survey Draft Report

Riley Research Associates has issued its draft report, entitled "Bull Mountain Annexation: Public Attitude Survey." While Riley finalizes the report for inclusion in the Aug. 20<sup>th</sup> Council packet, the following is a summary of major observations.

#### **Survey Objectives**

The primary objective of the survey was to examine both City of Tigard and Bull Mountain residents' attitudes on issues related to annexation and methods of annexation, including an annexation plan. In general, the annexation plan is an agreement between the City and the area to be annexed, and both areas would vote on the plan with the overall majority ruling.

The second survey objective was to identify residents' degree of acceptance of annexation-related issues, and demographic profiles for targeting future public outreach. The public outreach plan would be developed if Council decides to proceed with an annexation plan.

#### **Methodology**

The survey presented the annexation-related issues as "tradeoffs." For example, how would annexation affect residents (Tigard and Bull Mountain), and would they perceive this as a gain or a loss? The surveyors read a list of statements to determine if certain issues made respondents less or more likely to support an annexation.

#### **Survey Findings**

##### **The Annexation Process**

- 1) City of Tigard residents clearly are more supportive of annexing Bull Mountain than Bull Mountain residents. Yet, both Bull Mountain and City of Tigard residents are less supportive of annexation if it occurs with majority support from Tigard, regardless of whether or not Bull Mountain residents support the idea. As this refers to the annexation plan process, it points to residents' perception of fairness in deciding others' fate. However, it should be noted that this question did not significantly affect support of annexation at the end of the survey.

## **Taxes**

- 2) Taxes are a high concern for residents, both for Tigard and Bull Mountain. This issue looms large, as the majority of Bull Mountain residents do not perceive any increased benefits corresponding with their increased taxes.

## **Education and Outreach**

- 3) Education/outreach would work primarily for the undecided. The survey performed an education function by making respondents aware of annexation-related issues. For Tigard residents who were undecided at the survey start, 18 percent were in favor at the survey's completion. For Bull Mountain, the number of undecided respondents who became supporters was not high enough to arrive at majority support among Bull Mountain residents.
- 4) Some residents' concerns – i.e., schools, police – can be resolved through education. They are a matter of answering questions with the facts.
- 5) Based on verbatim comments from Bull Mountain residents, residents have misperceptions regarding Washington County vs. Tigard's current role in their area. Another education effort could include dispelling these misperceptions by emphasizing how Tigard governs and provides services. It should also explain the County's policy (County 2000 plan) that cities will eventually provide urban services for these urban unincorporated areas, not the County.

## **Values Which Affect Respondents' Position**

- 6) Swing factors that moved overall respondents from a negative or neutral position on annexation to a positive one are the following:
  - a) Having new development pay for parks and open spaces, such as Systems Development Charges (SDCs);
  - b) Bull Mountain sharing in the expense of streets and road maintenance.
  - c) Bull Mountain sharing in the expense of the new Tigard Library;
  - d) Bull Mountain receiving an increased level of political representation;

These issues could be helpful during an outreach effort.

Regarding a demographic profile for future outreach, the consultants will include this information in the final report, due next week. This information will allow us to see which segments of the population are more supportive of the annexation and its associated issues.

## **August 20**

Councilors will receive the final report in the August 20<sup>th</sup> packet. The consultants will present their findings at the August 20<sup>th</sup> work session, followed by a non-island annexation policy discussion.

## **Attachments:**

**Attachment 1:** DRAFT "Bull Mountain Annexation Public Attitude Survey"

August 6, 2002

TO: Barbara Shields / Beth St. Amand / Jim Hendryx  
CITY OF TIGARD

Anne Madden  
WASHINGTON COUNTY

FROM: Michael J. Riley / Scott M. Davis  
RILEY RESEARCH ASSOCIATES

RE: BULL MOUNTAIN ANNEXATION  
PUBLIC ATTITUDE SURVEY

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APPENDIX: Questionnaire

## EXECUTIVE OVERVIEW

### ***Introduction & Methodology***

Riley Research Associates was asked by the City of Tigard and Washington County to conduct a scientific telephone survey among City of Tigard and Bull Mountain residents. The purpose of the study was to hear from a representative cross section of the potentially impacted population regarding the awareness and opinions of the citizens relating to the City's potential annexation of Bull Mountain, while providing a gauge of current annexation support and opposition levels.

Riley Research Associates, with input from the City of Tigard and Washington County, developed the research plan and questionnaire. Respondents were selected at random from County voter records. A stratified sample was utilized to ensure representative subsamples for each population. A total of 305 interviews were completed between July 8 and July 16, 2002, ensuring a sampling error no larger than +/-5.8% at a 95% level of confidence for the sample as a whole and +/-8% for each of the two subsamples. Calls were made between 5:00 p.m. and 9:00 p.m. Monday through Friday.

In addition to looking at each area independently, geographic responses were weighted to reflect actual population proportions throughout the sampling area in the final analysis. Both the general population and voter records indicated that 85% of the survey's population is from Tigard. As such, the aggregate responses are weighted to reflect this 85/15 split.

### ***Awareness & Initial Support***

- Awareness of the annexation issue was relatively high, with 56% of Tigard participants and 71% of Bull Mountain participants being previously aware that the City of Tigard and Washington County are "exploring the idea."
- When asked whether or not they would support the idea of annexation, 49% of all respondents initially said they would support<sup>1</sup> it, while 34% were "on the fence" (or undecided). Just 15% were somewhat or strongly opposed to the annexation.
- Significant differences could be seen between Tigard and Bull Mountain residents. While 52% of Tigard residents initially supported annexation, just 30% of Bull Mountain residents did. Similarly, while just 10% of Tigard residents initially opposed annexation, 44% of Bull Mountain residents were opposed.

### ***Tradeoff<sup>2</sup> Analysis & Continued Support***

- When asked to evaluate potential tradeoffs, respondents overall were most likely to support the annexation if it would result in the contribution of money toward parks and open spaces (84%), followed by the sharing of street and road costs (76%), the sharing of the expense of building a new Tigard library (75%), and the gain in Bull Mountain's political representation (74%).
- The tradeoffs that received the most support from Bull Mountain respondents included the contribution of money toward parks and open spaces (57%), the gain in Bull Mountain's political representation (54%), and the sharing of the expense of building a new Tigard library (52%). Tigard residents showed the most support for the contribution of money toward parks and open spaces (89%), the sharing of street and road costs (82%), and the sharing of Library building costs (79%).

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<sup>1</sup> Unless otherwise specified, "support" represents a combination of those who strongly supported and those who somewhat supported annexation.

<sup>2</sup> Tradeoff: The following items represent potential results of annexation that may be a "gain" or "loss" for one group of citizens or another.

Does this individual statement make you more likely to support or oppose annexation...strongly or somewhat?	Support	Neutral/ DK	Oppose
Q8. New development on BM contributes money for development of parks and preservation of open-spaces	84%	5%	12%
Q9. BM residents share the cost of providing streets and roads in Tigard / no longer pay WC's urban road maintenance or streetlight district fees	76%	11%	12%
Q7. BM residents help pay for Tigard's new library <u>building</u> , while all <u>continue</u> to pay for library <u>services</u>	75%	9%	15%
Q10. BM residents gain higher level of political representation / likely more tax dollars to local projects	74%	13%	13%
Q6. Replace Enhanced Sheriff's Patrol / Eliminate Enhanced Sheriff Patrol tax	68%	10%	20%
Q12. Decisions regarding school boundaries, zoning, and density levels stay the same	66%	24%	9%
Q5. Increase property taxes for BM residents	66%	7%	26%
Q13. Higher level of code enforcement for BM residents	56%	29%	15%
Q11. Annexation may occur with majority support from within Tigard, regardless of BM support	38%	10%	51%

- Following the list of tradeoffs, the overall support level climbed from 49% to 74%. Support among Tigard residents increased 18% (from 52% to 80%) while support on Bull Mountain climbed 7% (from 30% to 37% - within the 8% margin-of-error).
- The least popular tradeoff was that annexation may occur with majority support from within Tigard, regardless of Bull Mountain support (38% support / 51% opposition, overall). However, given the aforementioned increase in overall support after all the tradeoffs were addressed, it did not appear to have a significant impact on the overall results. As an individual argument, respondents reacted negatively to it, but yet, only half (51%) said the argument made them more likely to oppose annexation.

### ***The "Typical" Supporter – Demographic Profile***

- Among Tigard respondents, those most likely to initially support annexation included those who had previously been aware that the City of Tigard and Washington County are "exploring the idea" and those in higher income brackets (with those making over \$100,000 being the most likely to initially support it). These groups of supporters may not be surprising, given the foreseeable benefits to Tigard residents (including the expansion of Tigard's tax base) that those who are aware would support.
- Over the course of the interview (Post-tradeoff analysis), two additional support groups could be seen with the Tigard population – "younger" respondents and those with children in the household. Respondents in the 18-24 age group showed the highest level of post-tradeoff support (87%), which decreased to 74% among those 65 and over. Nearly nine in ten parents with kids at home also showed support (88% vs. 77%).
- Among Bull Mountain residents, no statistically valid demographic differences appeared to differentiate supporters from non-supporters.

### ***Communications***

- Overall, respondents most often reported learning about local government from The Oregonian (56%), Tigard Times (47%), TV News (22%), the Cityscape newsletter (20%), and word-of-mouth (19%). As such, these sources should prove to be the most effective in communicating with Tigard and Bull Mountain residents about the issues of annexation.

## INTRODUCTION

Riley Research Associates was asked to conduct a scientific telephone survey among City of Tigard and Bull Mountain residents, regarding the City's potential annexation of Bull Mountain. The purpose of the study was to hear from a representative cross section of the potentially impacted population regarding the awareness and opinions of the citizens, while providing a gauge of current annexation support levels.

This study was designed to engage citizens in both the City of Tigard and Bull Mountain, in order to provide a representative examination of the issues facing each population. Key issues addressed included pre- and post-levels of support for annexation, changes in support when tradeoffs were presented, and the development of a demographic profile for the targeting of annexation-related communications to the area's citizens.

## METHODOLOGY

Riley Research Associates, with input from the City of Tigard and Washington County, developed the research plan and questionnaire. Boundaries included the City of Tigard and a predetermined Bull Mountain study area. Respondents were selected at random from County voter records. Precincts 397, 400, 402-406, 408-410, 414, and 416 were included. A stratified sample was utilized to ensure representative subsamples for each population.

Fielding took place between July 8 and July 16, 2002, including a pretest. A total of 305 interviews were completed (151 in Tigard and 154 on Bull Mountain), ensuring a sampling error no larger than +/-5.8% at a 95% level of confidence for the sample as a whole and +/-8% for each of the two subsamples. Calls were made between 5:00 p.m. and 9:00 p.m. Monday through Friday.

### ***Sample Characteristics***

Respondents were selected at random by name from their voter records, based on their voter precinct. Precincts 397, 410, and 414 were included in the Bull Mountain sample. Voters in precinct 410 were screened based on their nearest cross streets to ensure they resided within the study area.

Among Tigard respondents, 59% were female, 32% had kids at home, and 87% were homeowners. On average, Tigard respondents had voted in 3.1 out of the last four elections. Among Bull Mountain respondents, 52% were female, 42% had kids at home, and 90% were homeowners. On average, Bull Mountain respondents had voted in 2.8 of the last four elections, had a higher average household income, and were newer to their current residence.

In the final analysis, geographic responses were weighted to reflect actual population proportions throughout the sampling area. Both the general population and voter records indicated that 85% of the survey's population is from Tigard. As such, the aggregate responses are weighted to reflect this 85/15 split.



### ***Interpreting the Results***

The results are displayed in a question-by-question format, including numeric tables. Relevant subgroup differences found to be statistically significant are cited throughout the body of the report, conclusions, and executive overview<sup>3</sup>. A copy of the questionnaire can be found in the Appendix; cross tabulations are bound separately.

Each table/question in this report shows the total responses for Tigard and Bull Mountain respondents. These results are not weighted. As you examine these results, it is important to consider the margin of error for each subsample (+/-8% at a 95% level of confidence). As a basic rule, one should expect the differences between answer categories to be at least 8% apart before concluding that the difference is statistically significant. However, it is also important to understand that the margin of error is based on a worst-case 50/50 scenario, in which each response has exactly half of the overall responses.

The cross tabulations used for subsegment analysis have been weighted to reflect the appropriate population proportions for Tigard and Bull Mountain (85/15%). Therefore, references made to the overall sample throughout the report are based on this weighted data. The purpose of the weighting is to understand how the entire population views the annexation, and because Tigard and Bull Mountain's populations are not equal, our unweighted 300-person sample (150 each) would not accurately reflect the overall level of support/opposition.

Cross tabulation analysis is also based on statistical significance, as determined by the chi-square test. As the cross tabulations are examined, one should look for a p-value of 0.05 or less.

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<sup>3</sup> Statistically valid subgroup differences were measured using the cross tabulations and chi-square test, using a p-value of 0.05 to determine statistical validity.

## CONCLUSIONS

Clearly, support for annexation is divided at the border between Tigard and unincorporated Bull Mountain. Throughout the survey, Tigard showed significantly higher levels of support from an initial level of 52% (vs. 30% among Bull Mountain respondents) to a peak at 80%, following the series of potential tradeoffs (vs. 37% among Bull Mountain respondents).

However, when Tigard respondents shifted toward their peak support (80%), their vote outweighed Bull Mountain's 53% opposition, producing an area-wide support level of 74% (in the weighted aggregate).

Awareness and issue education appear to be key factors in developing support for the annexation of Bull Mountain. While the entire sample (Tigard and Bull Mountain combined and weighted) produced an initial support level of 49%, only 40% of those previously unaware of the possibility of annexation said they supported the idea (compared to 56% of those who were previously aware).

Therefore, one key to the passage of the annexation appears to lie in spreading awareness among Tigard voters. The initial support level among Tigard participants (52%) would not have been enough to pass the annexation, given Bull Mountain's opposition (only 30% support, with 49% overall support). However, given Tigard's initial lack of awareness (56% previously aware) and change in support over the course of the interview, it is clear that the dissemination of information regarding the issues of annexation should produce positive results for the annexation effort.

A number of the "tradeoffs" explored in the interview proved to have "pro-annexation" impacts on voter's views. This level of "success" can be determined by looking at those "tradeoffs" most likely to have moved people from a negative or neutral viewpoint to a positive one. The following table shows this impact (the percentage of respondents who were initially opposed/neutral to annexation, but provided an answer showing support for the argument):

Does this individual statement make you more likely to support or oppose annexation...strongly or somewhat?	% Moving from Opposition/Neutrality to Support
Q8. New development on BM contributes money for development of parks and preservation of open-spaces	63%
Q7. BM residents help pay for Tigard's new library <u>building</u> , while all <u>continue</u> to pay for library <u>services</u>	58%
Q9. BM residents share the cost of providing streets and roads in Tigard / no longer pay WC's urban road maintenance or streetlight district fees	53%
Q10. BM residents gain higher level of political representation / likely more tax dollars to local projects	52%
Q6. Replace Enhanced Sheriff's Patrol / Eliminate Enhanced Sheriff Patrol tax	45%
Q12. Decisions regarding school boundaries, zoning, and density levels stay the same	44%
Q5. Increase property taxes for BM residents	41%
Q13. Higher level of code enforcement for BM residents	37%
Q11. Annexation may occur with majority support from within Tigard, regardless of BM support	20%
<b>Overall:</b>	<b>45%</b>

As the above table demonstrates, 45% of all respondents providing an initially negative or neutral response when asked about annexation were swung to the positive side by the “tradeoffs” discussed. The strongest of these points (having the greatest swing impact) included: 1) the additional contribution of money for the development of parks and open-spaces, 2) the sharing of the expense of building a new Tigard library, 3) the sharing of the expense of streets and road maintenance, and 4) the higher level of political representation made available to Bull Mountain residents.

Regarding the communication of these messages, it is clear that The Oregonian, Tigard Times, TV News, Cityscape newsletter, and word-of-mouth are the strongest vehicles through which to promote the benefits, or “tradeoffs” of annexation.

### ***Subsegment Analysis***

In your efforts to target key audiences and build overall support, it may be necessary to move beyond citywide messaging to a niche communications effort. While the executive overview highlights those who support annexation, it is also important to examine those most likely to stand in opposition in order to concentrate your efforts on those needing to be “swung.”

While no statistically valid demographic differences appeared to differentiate Bull Mountain supporters from non-supporters, some key differences were apparent among Tigard residents. Those most likely to initially oppose annexation included those who had not previously been aware that the City of Tigard and Washington County are “exploring the idea” and those in lower income brackets. Over the course of the interview, two additional opponent groups came into play – “older” respondents and those without children in the household. Of course, it is important to look closely at these numbers, because while statistically significant, “opponents” still showed a very high level of support -- 74% among those 65 and over and 77% among those without kids at home.

## RESULTS<sup>4</sup>

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### Q1. Before this call, were you aware that the City of Tigard and Washington County were exploring the idea of Tigard annexing the Bull Mountain area?

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Overall, three in five respondents said they were aware that the City of Tigard and Washington County were exploring the idea of annexing Bull Mountain (59%), including 56% of Tigard residents and 71% of Bull Mountain residents.

Older respondents tended to be more likely to be aware of the exploration of annexation as reflected by the fact that those who had lived *20 or more years at their current residence* (66%), those aged *55 and above* (65% and 66%), and those who had *voted in all of the last 4 elections* (72%) were all significantly more likely to know about the possibility of annexation. Females were also more likely than males to know about the possibility of annexation (65% vs. 50%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Yes	56%	71%
No	43	29
Refused	1	-

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<sup>4</sup> Unless otherwise stated, question-by-question analysis refers to the overall sample, not specifically Bull Mountain or Tigard respondents.

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**Q2/2b. (From what you may have heard) Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the annexation of Bull Mountain?**

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Approximately half of respondents supported the annexation of Bull Mountain (49%), while an additional 34% were “on the fence” or undecided. Just 15% were somewhat or strongly opposed to the annexation.

Significant differences could be seen in initial support levels between Tigard and Bull Mountain residents. While 52% of Tigard residents supported annexation, just 30% of Bull Mountain residents did. Similarly, while just 10% of Tigard residents opposed annexation, 44% of Bull Mountain residents showed opposition.

Among Tigard respondents, those most likely to initially support annexation included those who had previously been aware that the City of Tigard and Washington County are “exploring the idea” and those in higher income brackets (with those making over \$100,000 being the most likely to initially support it). These groups of supporters may not be surprising, given the foreseeable benefits to Tigard residents (including the expansion of Tigard’s tax base) that those who are aware would support. Among Bull Mountain residents, no statistically valid demographic differences appeared to differentiate supporters from non-supporters.

***Previously Aware***

Of those previously aware of the possibility of annexation, three in five Tigard residents supported the annexation (62%). Conversely, more than half of aware Bull Mountain residents said they opposed the annexation (54%).

***Previously Unaware***

Of those Tigard residents not previously aware of the possibility of annexation, one-half replied “depends” or “don’t know.” This left neither those who support nor those who oppose in a position of majority (39% support and 8% oppose). Interestingly, unaware Bull Mountain respondents were as likely as Tigard respondents to initially support the idea of annexation (39% support).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	4%	32%
Somewhat oppose	6	12
Depends/Don't know	36	26
Somewhat support	33	20
Strongly support	19	10
Refused	2	-

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### Q3. Why is that?

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All responses are listed below.

Strongly oppose

**Tigard:**

Keep in county  
I don't like the idea of more people  
I don't think the city has any business to touch it  
Because they will subdivided

**Bull Mountain:**

Don't see any benefit/fine the way it is (18)  
Increased taxes (12)  
Increased taxes with no benefit (3)  
We have septic tanks and it would cost too much to get in the sewer lines (3)  
Children would be forced to change schools (2)  
I don't know (2)  
Its close (2)  
We don't need any more homes  
If you look at it now it looks like a limit town in New York, jammed up, its terrible  
I don't want any new development  
It just more encroachment of this area being urbanized  
Tigard has enough problems and does a bad job taking care of the city  
I've had some run-ins with the city of Tigard  
I don't think Tigard is very efficient with their money  
I don't like the way their sewer system works  
I don't like Tigard government, and the way they handle money  
I don't think Tigard would manage the money wisely  
I bought my house here because it was not in a city  
A variety of reasons  
I think it is outrageous  
It just more encroachment of this area being urbanized  
They haven't helped us out with anything ever  
Tigard, having growing pains, does not need us  
Because of its originality

Somewhat oppose

**Tigard:**

It should be their choice whether to be annexed  
Because I am afraid that we would lose the separate little city  
Does it benefit us, or is it politics  
I would like more information about the implications of the tax for the city of Tigard  
Because of the water district  
I think they should remain isolated  
Too many people using Tigard's resources  
The city's large enough as it is  
No reason

---

### Q3. Why is that? (continued)

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**Bull Mountain:**

Increased taxes (6)  
Don't know enough about it (4)  
I don't see any benefits (4)  
I don't like the density of Bull Mountain  
I don't want any new development or people  
The issues are unclear  
I just like the surroundings compared to Tigard  
My past experience with annexation wasn't positive  
I do not want to be part of the city of Tigard. I would have moved there if I wanted to live there

Depends/don't know

**Tigard:**

I think Tigard needs to expand and Bull Mountain needs to be part of a city  
Don't know

Somewhat support

**Tigard:**

Don't know/no reason (18)  
Geographic proximity (5)  
Increase tax base (4)  
I thought it was already annexed (2)  
We are already supplying these services to them, so they might as well share the cost  
Hopefully Bull Mountain residents will help with money  
The kids in the school district should bind together instead of being separated  
City services good  
I've lived here for a long time and would like Bull Mountain to be a part of it  
It is good for the community  
I hope it will help Tigard grow and bring money into the city  
They could stand to pay some money  
I think that the city would be able to operate better having a larger area  
I think the people in the area that pay property tax should have a say  
Because they use city services and it is an urban zone that needs to be treated as such  
It will put more people into using our facilities  
Well, it wouldn't hurt the city of Tigard, to have more people in the city of Tigard  
I do not care that much but if they use the services they should be part of the city of Tigard  
I think they need to be part of Tigard  
I don't know how the Bull Mountain people feel about it  
I think Bull Mountain is a beautiful place  
Past experience

**Bull Mountain:**

Don't know/no reason (9)  
Services/Benefits (9)  
I would like Tigard police (2)  
To be a part of Tigard's services  
I have a fear of higher taxes  
Used to work for the city of Tigard

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### Q3. Why is that? (continued)

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Because of the building out there and being apart of the city  
What will it do for me in the long run  
Making the services local is better than having to deal with the county; I want a say in library issue  
We are being taxed all over the place already. My kids are going to Tualatin schools now  
Its kind of already my address, and schools

#### Strongly support

#### **Tigard:**

Increase the tax base/Use services and should pay for them (12)  
Don't know/no reason (3)  
Reduce taxes  
It's an area that uses the resources of the city of Tigard and therefore should be included  
Because they are in our school district as well as use our services  
It is a logical connection--all of Bull Mountain area attends the same schools; no purpose for an imaginary line  
The people in Bull Mountain would benefit from Tigard's resources  
Since they already use some services, have them be a part of the city  
I think as a community they receive many of the services that we get, so they need to be apart of us  
I think it's good for city growth and services  
They're close enough as it is  
The urbanization of the Bull Mountain area  
They have always been a part of Tigard and have their phone numbers and addresses  
It would cut down the expenses of government, and it is better for Tigard  
Since our area was annexed they should be annexed as well

#### **Bull Mountain:**

Better services (3)  
Better police protection (4)  
We use most of the facilities of Tigard and I would like to have more say in the community  
I would like to be part of the city of Tigard as well as take part in the benefits of being in Tigard  
My land is out here and I think it will make it worth more  
I do not want to be part of the city  
It would be nice to have bus service  
It would be nice to belong to somebody  
School reasons primarily. I am a home schooler where my children would be put into Tualatin schools  
We should be a part of the community more



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#### **Q4. What questions or concerns do you currently have about the annexation?**

---

All responses are listed below.

**Tigard:**

No concerns at this time (94)

Not sure/don't know enough (11)

What are the pros and cons (3)

How taxes would work

It would bring in more taxes into Tigard that they could use; it would keep my taxes from being raised

I want to know what it will do to our tax base as well as city services

Concerned that they aren't currently part of the tax base but use the services

I suppose it gives Tigard more taxes, but every time we annex, everything goes up, so I don't know

They have cheaper taxes there and they benefit from the services of Tigard

Want to know how to fund it

My concern is for the people of Bull Mountain and the cost they will have to endure

Cost impacts to Tigard

I'm concerned about the upkeep of the fire, water and police departments

Would we still get police and fire support

Only if it would impact the sewers

What will be done about the sewer water

I would like the same city services

To control traffic, bringing additional money, and provide parks

My concern is can the city provide adequate service for annexing. Is it going to stretch our current facilities, are we going to need more people to work

I was not really aware but hope it won't be a forcible annexation

Bull Mountain should have a say so, more than Tigard should

I have an opinion but it should be up to the bull mountain residents

What do the people up there think about it

I just know the residents don't want to be

How many people are for it

What areas will open up for parks and recreation

How much of Bull Mountain will be annexed

I do not know why it was not annexed in the first place

Very little publicity. They could have more town meetings and public involvement

Will the annexation give more money to Tigard schools

It would be too crowded

No more deer and open land. Too crowded all ready

---

Q4. What questions or concerns do you currently have about the annexation? (continued)

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**Bull mountain:**

None (61)  
How will it affect taxes/Don't want tax increase (39)  
What would the benefits/drawbacks be/What services would we get (20)  
Don't know/need more information (9)  
Density/Lot size concerns (7)  
The schools (2)  
Police services (2)  
Are we going to be taken away from Beaverton schools  
What provisions they would have for students changing schools  
Will it change the school boundaries  
The kids go to Beaverton schools now - they would have to transfer to the Tigard schools  
We need more schools  
Concerned about losing the enhanced police patrol, will there be the same level of police patrol in the Bull Mountain area  
I'm concerned about the Bull Mountain residents taking up water supply and such  
Would there be water and sewer up here  
Storm runoff and septic problems  
They may force us to put in sewers  
What the city intends to do to fix the area streets, parks ,etc.  
If a parcel of land by us can be developed into a park, we would support annexation  
I am concerned about having a recreation district in the area  
I wish there could be a recreation district  
Who would be responsible in maintaining Bull Mountain road  
If Bull Mountain gets annexed, I hope they will put up streetlights  
Street improvement  
Traffic management  
The traffic, there needs to be something done  
Additional bureaucracy, what's going to happen with the cost/benefits ratio. Increasing the costs of taxes would be a downside The city has not made clear the benefits  
Who's going to pay for the infrastructure costs  
What is it going to cost  
How the city address issues instead of the county  
Responsibility for the debts of the city of Tigard. My experience with the city of Tigard is poor service specifically with the building department  
Concerned about how the city of Tigard runs and just does things  
The city of Tigard is not very responsive, they don't care about our thoughts  
I don't want to be a part of Tigard  
I don't want Tigard getting any more involved with us at all  
Tigard has an unsound financial system  
I hate Tigard. We want nothing to do with it  
Depends on whether Bull Mountain residents want to be annexed  
That those being annexed would want to be annexed  
I don't see that we gain that much  
There are no additional services that I would receive  
Not sure how much it is actually effecting the environment  
I think that annexation is a good thing  
I would support it if it benefits Tigard  
I think everything is fine I just don't want to be annexed into Tigard. I am happy the way everything is  
Losing Tigard

---

Q4. What questions or concerns do you currently have about the annexation? (continued)

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I don't need another layer of government

We are unincorporated, I think that we need to have a stable place, not both Tigard/Beaverton

I would like to know where the issues started

I don't know how the city is planning the layout

When would it happen if approved

It will completely change our way of living

Impact in the quality of life

We are retired, we don't use any of Tigard's services

I think it is crazy

---

Washington County, Bull Mountain residents, and the City of Tigard have discussed the possibility of annexing those parts of Bull Mountain not already within city limits into the City of Tigard, making them an official part of the city's population. Such annexation would involve a number of tradeoffs. I'm going to read a list of some of those tradeoffs, and after each one I'd like to know whether it makes you more likely to support or to oppose the annexation. How would you react to the following...

**Q5. Annexation would increase property taxes for Bull Mountain residents to pay for their share of city services. Does this individual statement make you more likely to support annexation or oppose it? (If necessary) Would that be strongly or somewhat... support / oppose?**

---

Nearly three in four Tigard respondents were more likely to support the annexation after knowing about the property tax increase for Bull Mountain residents (73%). As expected, a majority of Bull Mountain respondents were more likely to oppose the annexation after learning about the proposed property tax increase (69%).

Compared to all respondents, *Bull Mountain residents* and respondents who had lived at their *current residence for 3 or fewer years* were more than likely to *strongly oppose* the annexation (53% and 22%, respectively, vs. 14% overall).

Among all respondents, those most likely to *strongly support* the annexation *have a high school or less education, have an annual household income of under \$50,000, and/or are aged 55-64* (41%, 53%, and 47%, respectively, vs. 35% overall).

With the additional knowledge this question provides, a majority of overall respondents who initially answered *strongly oppose* maintained their opposing decision (75%), as did those who had *somewhat opposed* the annexation (56%). A majority of initial *depends/don't know* respondents became supportive (58%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	7%	53%
Somewhat oppose	11	16
Neutral/Don't know	7	5
Somewhat support	33	20
Strongly support	40	6
NA/Refused	1	-

---

**Q6. Annexation would replace the Enhanced Sheriff's Patrol with Tigard Police for Bull Mountain and eliminate the Enhanced Sheriff Patrol tax. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat...(Depends on answer) support / oppose?**

---

A majority of Tigard respondents were more likely to support the annexation with this knowledge (71%). Exactly half of the Bull Mountain replies were *supportive* considering the replacement of the Enhanced Sheriff Patrol tax with Tigard Police (50%).

Those most likely to *strongly oppose* included *Bull Mountain residents*, those who had lived at their current residence for *3 or fewer years*, and/or those who had voted *1 time* in the last 4 elections (23%, 16%, and 16%, respectively, vs. 9% overall).

Those most likely to *strongly support* were *previously aware* of the annexation idea and/or had an annual household income of *over \$100,000* (38% and 44%, respectively, vs. 31% overall).

Over three in four initial *strongly oppose* respondents maintained their opposition (78%), as did a majority of initial *somewhat oppose* respondents (58%). More than two of every three initial *depends/don't know* respondents became supportive (68%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	7%	23%
Somewhat oppose	11	10
Neutral/Don't know	9	16
Somewhat support	39	28
Strongly support	32	22
NA/Refused	1	-

---

**Q7. Annexation would include Bull Mountain residents in the tax base to help pay for Tigard's new library building, while all Washington County residents would continue to pay for library services. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

A majority of respondents from Tigard were more likely to *support* the annexation with this information about the library issues (79%, with 36% *somewhat support* and 43% *strongly support*). A little over half of Bull Mountain replies were also *supportive* (52%), considering the situation with the libraries.

Those most likely to *strongly oppose* were *Bull Mountain residents* and/or those aged 55-64 (27% and 18%, respectively, vs. 9% overall).

Respondents most likely to *strongly support* included those who had lived 10-19 years in their current residence, those who *rent* their home, and/or those who had voted 3 times in the last 4 elections (47%, 46%, 47%, and 56%, respectively, vs. 39% overall).

Half of initial *strongly oppose* respondents maintained their opposition (with 40% *strongly oppose* and 10% *somewhat oppose*), while 72% of initial *somewhat oppose* respondents switched over to being supportive. Three in every four initial *depends/don't know* respondents became supportive (75%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	6%	27%
Somewhat oppose	5	12
Neutral/Don't know	9	8
Somewhat support	36	36
Strongly support	43	16
NA/Refused	1	1

---

**Q8. Once annexed, new development on Bull Mountain would contribute money for the development of parks and the preservation of open-spaces. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

A vast majority of Tigard respondents were more likely to *support* the annexation when provided with the information regarding park and preservation issues (89%, with 44% *somewhat support* and 45% *strongly support*). Nearly three in five Bull Mountain respondents were more *supportive* of the annexation when they heard that new development on Bull Mountain would contribute money for the development of parks and the preservation of open-spaces (57%).

*Bull Mountain residents* and/or those aged 55-64 were more than likely to *strongly oppose* (25% and 12% vs. 6% overall).

A majority of initial *strongly oppose* respondents maintained their opposition (60%, with 33% *strongly oppose* and 27% *somewhat oppose*). However, 54% of initial *somewhat oppose* respondents switched to a supportive view and nearly nine in ten initial *depends/don't know* respondents became supportive (88%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	3%	25%
Somewhat oppose	4	14
Neutral/Don't know	5	4
Somewhat support	44	25
Strongly support	45	32

---

**Q9. Bull Mountain residents would begin to share the cost of providing streets and roads in Tigard, but would no longer pay Washington County's urban road maintenance or streetlight district fees. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

A vast majority of Tigard respondents were more likely to *support* the annexation when provided with information regarding road maintenance costs (82%). The most popular reply from Bull Mountain residents was *somewhat support* (32%), followed by *strongly oppose* (27%) and *neutral/don't know* (16%). This indicates that the population is likely to be split on this issue.

Those most likely to *strongly oppose* included *Bull Mountain residents*, those with *high school or less* education, and/or those age *65 or over* (27%, 13%, and 13%, respectively, vs. 6% overall).

Respondents most likely to *strongly support* included those who had *some college* education, those *without kids* in the household, and/or those aged *55-64* (35%, 34%, and 34%, respectively, vs. 28% overall).

Almost three of every four initial *strongly oppose* respondents maintained their opposition (74%, with 48% *strongly oppose* and 26% *somewhat oppose*). However, over half of initial *somewhat oppose* respondents switched to being supportive (51%), as did three in four initial *neutral/don't know* respondents (76%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	3%	27%
Somewhat oppose	5	12
Neutral/Don't know	10	16
Somewhat support	51	32
Strongly support	31	12
NA/Refused	-	1



---

**Q10. As part of Tigard, Bull Mountain residents would gain a higher level of political representation and would likely see more of their tax dollars used on local projects vs. countywide projects. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

More than three of every four Tigard respondents were more likely to *support* the annexation with this information regarding political representation (78%), while 54% of Bull Mountain respondents felt this way.

Half of initial *strongly oppose* respondents maintained their opposition (50%), as did a majority of initial *somewhat oppose* respondents (59%). Three in four initial *neutral/don't know* respondents became supportive (75%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	2%	19%
Somewhat oppose	7	14
Neutral/Don't know	13	12
Somewhat support	40	29
Strongly support	38	25
NA/Refused	-	1

---

**Q11. Annexation may occur with majority support from within Tigard, regardless of whether or not Bull Mountain residents support the idea. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

Respondents from Tigard were most likely to *somewhat oppose* (25%), followed by *strongly oppose* (23%). However, there was no majority response. Instead, replies were distributed relatively evenly across the spectrum, thus indicating the likelihood of a split population. Bull Mountain respondents were predominantly more likely to *oppose* with this information (76%).

Those most likely to *strongly oppose* annexation included *males*, *Bull Mountain residents*, and/or respondents with a *4-year degree* (35%, 58%, and 34%, respectively, vs. 28% overall).

Those most likely to *strongly support* had *some college* education (26% vs. 19% overall).

More than three in every four initial *strongly oppose* respondents maintained their opposition (78%, with 60% *strongly oppose* and 18% *somewhat oppose*). A majority of initial *somewhat oppose* respondents maintained their opposition (63%, with 13% *strongly oppose* and 50% *somewhat oppose*). A majority of initial *neutral/don't know* respondents became unsupportive (66%, with 37% *strongly oppose* and 29% *somewhat oppose*).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	23%	58%
Somewhat oppose	25	18
Neutral/Don't know	10	9
Somewhat support	21	10
Strongly support	21	5
NA/Refused	1	-

---

**Q12. Decisions regarding school boundaries, zoning, and density levels would stay the same for Tigard and Bull Mountain because the City already manages these issues. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

A majority of Tigard respondents were more likely to *support* the annexation knowing that the decision-making process will stay the same (70%, with 36% *somewhat support* and 34% *strongly support*). Just over half of Bull Mountain respondents were more likely to *support* the annexation with this knowledge (51%).

Those most likely to *strongly support* annexation included renters and/or those who had lived 10-19 years at their current residence (60% and 40% vs. 32% overall).

A majority of initial *depends/don't know* respondents became supportive (57%, with 35% *somewhat support* and 22% *strongly support*).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	3%	18%
Somewhat oppose	4	3
Neutral/Don't know	24	28
Somewhat support	36	27
Strongly support	34	24

---

**Q13. Annexation would result in a higher level of code enforcement for Bull Mountain residents. Does this individual statement make you more likely to support or oppose it? (If necessary) Would that be strongly or somewhat... (Depends on answer) support / oppose?**

---

A majority of Tigard respondents were more likely to *support* the annexation with this information about the level of code enforcement (59%). The most popular reply from Bull Mountain respondents was *strongly oppose* (25%), followed by *somewhat support* and *neutral* or *don't know* (21% and 20%, respectively).

Those most likely to *strongly support* annexation had an annual household income of over \$100,000 and/or voted 3 times in the last 4 elections (42% and 35%, respectively, vs. 26% overall).

A majority of initial *strongly oppose* respondents maintained their opposition (63%, with 34% *strongly oppose* and 29% *somewhat oppose*), while a majority of initial *neutral/don't know* respondents became supportive (55%).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	3%	25%
Somewhat oppose	7	18
Neutral/Don't know	31	20
Somewhat support	31	21
Strongly support	28	14
NA/Refused	-	1

---

**Q14. Now, having heard a variety of issues discussed, would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the annexation of Bull Mountain?**

---

After hearing about the issues, four of every five Tigard respondents were *supportive* of the annexation (80%), while a majority of Bull Mountain were still *opposed* to the annexation (53%).

*Bull Mountain residents* and/or respondents aged 55-64 were more likely to *strongly oppose* annexation, compared to their respective counterparts (37% and 18% vs. 10% overall).

Four support groups could be seen within the Tigard population – respondents with *higher annual household incomes*, those who were *previously aware* of the possibility of annexation, “*younger*” respondents and those *with children* in the household. Respondents in the 18-24 age group showed the highest level of post-tradeoff support (87%), which decreased to 74% among those 65 *and over*. Nearly nine in ten parents with *kids at home* also showed support (88% vs. 77%).

Among Bull Mountain residents, no statistically valid demographic differences appeared to differentiate supporters from non-supporters.

A majority of initial *strongly oppose* respondents maintained their opposition (76%), as did a majority of initial *somewhat oppose* respondents (61%). A little more than two in every three initial *depends/don't know* respondents became supportive (67%), while a vast majority of initial *somewhat and strongly support* respondents maintained their support (95% and 92%, respectively).

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Strongly oppose	5%	37%
Somewhat oppose	9	16
Depends/Don't know	6	10
Somewhat support	43	29
Strongly support	37	8

---

**Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have?**

---

All responses are listed below.

Strongly oppose

**Tigard:**

The issue that it could be decided weather or not Bull Mountain wants to or not  
Being in city limits  
The free exercise of the Bull Mountain rights, they should be the ones to say they want to be annexed  
Taxes to the City of Tigard  
I'm afraid it would increase my share of taxes  
The environment being able to stay less crowded  
I'm not well read on this problem

**Bull Mountain:**

Higher taxes (21)  
None (8)  
School issues (4)  
Quality of service provided (3)  
Additional costs (3)  
The issue of increasing the tax base  
The Tigard residents can vote it in without my approval--that is not right  
Using the increased tax revenue for non-essential things like parks, recreation and libraries is not necessary; we need a smaller, not a larger, government  
I would pay the taxes if I would receive the value, but there is no value  
Code enforcement; Tigard police in Bull Mountain; cost of streets; new Tigard library  
Tigard city hall is not efficient at all  
Do not want another layer of government  
The addition of another bureaucracy  
Control of city  
And the city would be involved with how we live, I am happy the way things are, And I love my privacy,  
And if we become part of the city we lose all control  
Laws, I just don't like the way Tigard handles things  
I don't like the way Tigard handles money, and I don't care for the city services  
I don't like the idea of having our neighborhood now turning into an apartment; it is just getting ridiculous  
My biggest issue is with the city's road department  
I think it should only be up to Bull Mountain weather they should be annexed  
Oppose it because I think there putting parks , schools in front of everything  
Tigard can go to hell  
It's all about the money, why should we have to pay for something that's not better  
I have worked with the City of Tigard in the past  
I hope it never happens  
I don't think it will help me at all  
I like having the farmland designation on Bull Mountain I like it zoned the way it is  
The businesses that are allowed in residential areas - the whole mess is a joke  
Like it the way it is  
We like the way it is now under Washington County  
Don't know/Need more information

---

Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have? (continued)

---

I would have to find out what increases will be made and what services I possibly will lose  
I've considered the questions and I feel that we receive enough benefits for what we pay and oppose any annexation

Somewhat oppose

**Tigard:**

Taxes (4)

Money--it's not fair that they are going to make Bull Mountain residents pay for this (2)

Schools and police

I think Tigard has enough issues to worry about before annexing Bull Mountain

I don't like Tigard planning; it allows too much development

Bull Mountain should have total say in whether they should be annexed or not

I think it should be up to Bull Mountain residents

I don't see that the financial benefits are equivalent to the increased population density and development of Bull Mountain

Its family that has farms that don't want to be annexed, I seen enough farms destroyed

None in particular

**Bull Mountain:**

Tax increases (6)

None (4)

Need more information – cost/pros and cons (4)

Density/There's been way too much development already (3)

Mainly my decision is based on value, I don't mind paying higher taxes, but I need to know if it is actually worth it

It needs a real comparison, pros and cons. I need to look into further before I decide

None in particular, except I don't know if I like the city services

The city of Tigard gets to make the decision of whether or not we are annexed. That's the hardest part for me to understand. Nothing changes for them, only for us

The sheriff provides better coverage than the Tigard Police. Also, I have questions regarding the sewer issue

Services

The parks and the tree issues

In my past experience it wasn't a fair trade

I'm completely in favor

Depends/Don't know

**Tigard:**

None (3)

I'm in favor of whatever Bull Mountain residents want

I'm still neutral about the whole thing

I don't think I have enough information to decide

The people of Bull Mountain should have the right to vote for the annexation themselves

I don't have an opinion

I would have to know about what the Bull Mountain people think.

---

Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have? (continued)

---

**Bull Mountain:**

How much will my tax increase (4)

The ratio of tax increase vs. service increase

I don't know it depends on the amount of money

I would like to see some type of mailing on the information that would address these issues - the people that would be affected by this

I think that the parks would be good

Don't blow a lot of money on open spaces

It would be nice if the will of the people could override the politicians

Will the school boundaries stay the same

Will it impact our utilities--who will take care of them

What benefits would I receive for being annexed as a property owner

All of them

Some support

**Tigard:**

None (18)

Tax issues (9)

Bull Mountain residents should have a say in the matter (9)

Tax base (6)

Since they benefit from the services of the city of Tigard they should pay for them (4)

I want to know if the population of Bull Mountain would oppose it, and what would be their reasons

Why does the city think it should be annexed in

I think the main thing that makes me support it would be that school districts stay the same and that their tax dollars go toward local improvements instead county projects

I feel bad, that the deer that used to run in my front yard, now don't come here any more

Environmental question to provide parks and green space

I'm retired and I really enjoy open spaces and parks.

I'm concerned that we are going to stretch our town too big, although I understand we have more people supporting city services

The people being incorporated recognizing the benefits of annexation; it would be beneficial because they are close to Tigard

They're close enough to Tigard to be a part of it

I think Bull Mountain should be more involved with Tigard

Make sure Bull Mountain has full rights and privileges

Concerned about extra burden on Tigard police

It would be a win win situation, if they were to become one

Political representation is important and I don't think we should not be spending 14 million on the Tigard library.

Neither - all the issues are important

Need a lot more information, where money is coming from, how big of annexation

Codes

**Bull Mountain:**

Tigard police in Bull Mountain (10)

Money for parks (9)

None (7)



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Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have? (continued)

---

How much are my taxes going to go up (5)  
Additional services (4)  
Streets and roads (4)  
The new library (3)  
Schools issues (3)  
I want the school district to stay the same (2)  
I would like to see more of my tax dollars put into public education (2)  
Code enforcement will be better (2)  
School boundaries should change  
School boundaries  
I don't want property taxes increased. The tax dollar would stay in the area  
Tax dollars going to the local area instead of the county  
I just want to see the area stay the same as much as possible, but I am for doing my part for the services I benefit from  
How effective of spending  
I also think both towns should be cohesive  
My concern would be that we should have a say in the matter  
Need more information about this  
Can we get streetlights  
The way the city manages the density levels  
The development of Bull Mountain  
I think the counties are out of control in regulation and I am in favor of local control  
Generally better property value as a result  
They are all equally important

Strongly support

**Tigard:**

None (19)  
Tax base increase (12)  
If they're going to use the services, they should be part of the city and pay their fair share of the load (6)  
Tigard police/fire in Bull Mountain (5)  
Bull Mountain needs to be involved in streets and road improvements (4)  
Part of the community geographically (3)  
Tax money for parks (2)  
Bull Mountain should pay for the new library (2)  
School boundaries  
I support the schools; they should have not closed the schools in Tigard in poorer districts for the Bull Mountain schools  
Schools  
I think that they need to be apart of the community both socially and economically.  
All of the issues matter, I think they're all good ideas  
Only if the bull mountain people agree  
Giving Tigard the growth  
I believe that annexing Bull Mountain would benefit the city of Tigard  
I thought they were already annexed  
I hope I don't have to pay too many taxes  
Will maintenance work be done on Bull Mountain Road or other side streets  
More everything

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Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have? (continued)

---

**Bull Mountain:**

The police protection (4)

All of the services available (3)

I would like to know the difference in coverage of Tigard police vs. enhanced sheriff patrols

To have the bus service in the area

My only concern is that my kids will still go to Beaverton

School boundaries are my number one issue - when is it being discussed

Road maintenance

The decision to concentrate their tax money locally

I like the library that we will be using

I want to more of a part of the community, I think we should pull together more

## DEMOGRAPHICS

### Q16. How do you generally learn what's going on in local government? (Unaided – Multiple responses allowed)

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Oregonian	56%	57%
Tigard Times	48	38
TV News	22	23
Cityscape Newsletter	21	18
Word-of-mouth	20	16
County newsletters	5	5
Internet/Web	2	3
KUIK Radio	2	1
NPR/OPB	1	3
Public access TV	3	-
Don't know	-	5
Refused	1	3
Miscellaneous	7	6

#### Miscellaneous:

Town Hall meetings (3)  
 AM 620 (2)  
 KEX 1190 (2)  
 Portland Tribune (2)  
 AM 750  
 KPAM (radio)  
 860  
 Neighborhood newsletter  
 Senior center newsletter  
 Regal currier  
 Wall Street Journal  
 City Council meetings  
 CPO monthly  
 I ignore local government  
 I participate  
 My wife  
 Personal involvement  
 We have a lawyer who attends every meeting and keeps us informed

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**Q17. How long have you lived at your current residence?**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
3 years or less	11%	20%
4-9 years	30	36
10-19 years	26	22
20 years or more	32	18
Refused	1	3

---

**Q18. And do you rent or own your home?**

---

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Rent	11%	6%
Own	87	90
Refused	2	4

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**Q19. What is the highest level of education you have had the opportunity to complete?**

---

	Location	
	Tigard	Bull Mountain
Total Participants	151	154
High School or less	17%	7%
Some College/Trade School	22	23
4-year College degree	39	47
Graduate School/more	20	18
Refused	3	5

---

**Q20. Do you have children under age 18 living in your household?**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Yes	32%	42%
No	66	55
Refused	1	3

---

**Q21. And finally, if you don't mind my asking, into which of the following categories does your annual household income fall? (Read list)**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Under \$25,000	3%	1%
\$25-\$50,000	18	6
\$50-\$75,000	19	11
\$75-\$100,000	11	18
\$100-\$150,000	9	16
Over \$150,000	5	10
Don't know/Refused	35	38

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**Gender**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
Female	59%	52%
Male	41	48

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## Age

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
18-24	3%	2%
25-34	7	7
35-44	15	20
45-54	25	30
55-64	17	24
65+	31	17
Refused	1	-

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**Voter precinct (From list):**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
397	-	50%
400	9	-
402	2	-
403	18	-
404	15	-
405	15	-
406	13	-
408	17	-
409	6	-
410	-	36
414	-	14
416	6	-

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**Record times voted (Among General and Primary, 1998 & 2000)**

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	Location	
	Tigard	Bull Mountain
Total Participants	151	154
One (1)	13%	18%
Two (2)	11	16
Three (3)	23	27
Four (4)	47	32
None (0)	7	8
Mean	3.1	2.8



## APPENDIX

### City of Tigard / Washington County Bull Mountain Annexation Public Attitude Survey

July 9, 2002 (Version 4 - Final)

#### Introduction

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Hello, my name is \_\_\_\_\_ of Riley Research Associates, a local polling firm. Is \_\_\_\_\_ available? We are calling on behalf of the City of Tigard and Washington County to listen to your thoughts regarding the potential annexation of the Bull Mountain neighborhood into the City of Tigard, including those areas of Bull Mountain not already within the city limits. (IF NECESSARY) Are you 18 or older? (IF UNDER 18) Is there an adult available? (IF NO TIME) When would be a good time to call back?

ENTER VOTER PRECINCT (FROM LIST): \_\_\_\_\_ \*410 will only partially be included.

(IF TIGARD) According to our records, you currently reside within the boundaries of the City of Tigard. Is that correct? (IF NO – POLITELY DISCONTINUE) Yes –1

(IF BULL MOUNTAIN) According to our records, you currently reside in the unincorporated Bull Mountain area. Is that correct? (IF NO – POLITELY DISCONTINUE) Yes –1

(IF BULL MOUNTAIN AND PRECINCT #410) May I have your nearest cross streets?

#### Awareness

Q1. Before this call, were you aware that the City of Tigard and Washington County were exploring the idea of Tigard annexing the Bull Mountain area?

Yes –1      No –2      Refused -9

Q2. (IF AWARE) From what you may have heard... (IF UNAWARE) would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the annexation of Bull Mountain?

Strongly support –5      Some support –4      (Depends/Don't Know) –3      Some oppose –2      Strongly oppose –1      (Ref) -9

Q3 Why is that?

Q4 What questions or concerns do you currently have about the annexation?

#### Scenario Testing

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Washington County, Bull Mountain residents, and the City of Tigard have discussed the possibility of annexing those parts of Bull Mountain not already within city limits into the City of Tigard, making them an official part of the city's population. Such annexation would involve a number of tradeoffs. I'm going to read a list of some of those tradeoffs, and after each one I'd like to know whether it makes you more likely to support or oppose the annexation.

How would you react to the following ... (READ AND ROTATE LIST) Does this individual statement make you more likely to support annexation or oppose it? (AFTER EACH) Would that be strongly or somewhat (support/oppose)?

	Strong Support	Some Support	Neutral/DK	Some Oppose	Strong Oppose	NA/Refused
Q5. Annexation would increase property taxes for Bull Mountain residents to pay for their share of city services.	5	4	3	2	1	9
Q6. Annexation would replace the Enhanced Sheriff's Patrol with Tigard police for Bull Mountain and eliminate the Enhanced Sheriff Patrol tax	5	4	3	2	1	9
Q7. Annexation would include BM residents in the tax base to help pay for Tigard's new library <u>building</u> , while all Washington County residents would <u>continue</u> to pay for library <u>services</u>	5	4	3	2	1	9
Q8. Once annexed, new development on BM would contribute money for the development of parks and preservation of open-spaces	5	4	3	2	1	9
Q9. Bull Mountain residents would begin to share the cost of providing streets and roads in Tigard, but would no longer pay Washington County's urban road maintenance or streetlight district fees	5	4	3	2	1	9
Q10. As part of Tigard, BM residents would gain a higher level of political representation and would likely see more of their tax dollars used on local projects vs. countywide projects	5	4	3	2	1	9
Q11. Annexation may occur with majority support from within Tigard, regardless of whether or not Bull Mountain residents support the idea	5	4	3	2	1	9
Q12. Decisions regarding school boundaries, zoning, and density levels would stay the same for Tigard and BM because the City already manages these issues	5	4	3	2	1	9
Q13. Annexation would result in a higher level of code enforcement for BM residents	5	4	3	2	1	9

Q14. Now, having heard a variety of the issues discussed, would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the annexation of Bull Mountain?

Strongly support –5    Some support –4    (Depends/Don't Know) –3    Some oppose –2    Strongly oppose –1    (Ref) -9

Q15. Which of the issues are most important to your decision? (Or) What other comments or questions do you have?

## Communications & Demographics

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Q16. How do you generally learn what's going on in local government? (DO NOT READ LIST)

Tigard Times	-01	Word-of-mouth	-06	KKCW/K103	-11
Noticias en Espanol	-02	Internet/Web	-07	NPR/OPB	-12
Oregonian	-03	KUIK Radio	-08	Cityscape Newsletter	-13
El Hispanic County newsletters	-04	Public access TV	-09	Don't know	-18
	-05	TV News	-10	Refused	-19
				Other (list):	-20

Q17. How long have you lived at your current residence? \_\_\_\_ years ("01" for <one year/"99"=Ref)

Q18. And do you rent or own your home? Rent -1 Own -2 Refused -9

Q19. What is the highest level of education you have had the opportunity to complete?

High school or less	-1	4-year College	-3	Refused	-9
Some college/trade	-2	Graduate school/more	-4		

Q20. Do you have children under age 18 living in your household? Yes -1 No -2 Refused -9

Q21. And finally, if you don't mind my asking, into which of the following categories does your annual household income fall? (READ LIST)

Under \$25,000	-1	\$50-\$75,000	-3	\$100-\$150,000	-5	DK / Refused	-9
\$25-\$50,000	-2	\$75-\$100,000	-4	Over \$150,000	-6		

**That concludes our survey. On behalf of the City of Tigard and Washington County, I would like to thank you very much for your participation!**

Q22. RECORD GENDER (Don't ask) <sup>275</sup>: Female - 1 Male - 2

Q23. RECORD AGE:

18-24 -1 25-34 -2 35-44 -3 45-54 -4 55-64 -5 65+ -6 Refused -9

Q24. RECORD TIMES VOTED (In General & Primary, 1998 & 2000):

Phone number: \_\_\_\_\_

Interviewer name: \_\_\_\_\_